

## C65021 : MAJOR MASS COMMUNICATION

KEY WORD: FUNCTION MASSMEDIA / JAPANESE IN THAILAND  
KANPOOM BOONTHAVI : FUNCTIONAL ANALYSIS OF JAPANESE MEDIA IN THAILAND. THESIS ADVISOR: ASSO. PROF. SIRICHAIR SIRIKAYA, Ph.D.  
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The objective of the research is to analyze the function and structure of the Japanese media system in Thailand through the use of the Structural - Functional approach to study the Japanese media as a subsystem within the Japanese community and the Thai society. The method of qualitative approach is used in the research.

The research reveals that there are 11 printed media , one radio program , one cable TV program and innumerable video contents which produce and distribute essential news and information required for the way of living and business transactions by the Japanese resident. The system activities depend on external environment factors which include the Thai legal system, the Japanese community in Thailand, The Thai media and the media from Japan.

The research found that the problem in the system are lack of essential resources and difficulty in cross-cultural communication. Possible solutions are long term planning and adjustment to different culture which should facilitate the system to maintain balanced function.

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